

**IN THE CLAIMS:**

Please cancel claim 56 without prejudice or disclaimer.

Please enter the following amended claims.

33. (Amended) An optoelectronic display device of high brightness and high contrast comprising at least one thin photoluminescent layer that is characterized in a high degree of polarization in its absorption and that is characterized in an emission which is either polarized or not, wherein

1 said layer has a thickness of less than about 1 mm and a dichroic ratio in its absorption of more than about 5, and

said thin photoluminescent layer comprises one or more at least partially conjugated oligomers or one or more at least partially conjugated polymers or both.

35. (Amended) A display device according to claim 33, wherein said display device additionally comprises at least one electrooptical light valve,

2 said photoluminescent layer being located between the viewer and said electrooptical light valve, or

said electrooptical light valve being located between the viewer and said photoluminescent layer, or

said photoluminescent layer being located inside said electrooptical light valve.

37. (Amended) A display device according to claim 33, wherein said device comprises a polarizer selected from the group consisting of absorbing polarizer, scattering polarizer and reflecting polarizer,

3 said polarizer being located between said photoluminescent layer and the viewer, or

said photoluminescent layer being located between the viewer and said polarizer.

52. (Amended) A display device according to claim 35 that is characterized in that said device comprises multiple electrooptical light valves.

54. (Amended) A display device according to claim 33 that additionally comprises at least one dichroic mirror, said photoluminescent layer being located between said at least one dichroic mirror and the viewer.

59. (Amended) A method to improve the brightness or contrast or both of an optoelectronic display, said method comprising:

(i) incorporating in the optoelectronic display at least one thin, photoluminescent layer that is characterized in a high degree of polarization in its absorption and that is characterized by an emission which is either polarized or not polarized, wherein

said layer has a thickness of less than about 1 mm and a dichroic ratio in its absorption of more than 5, and

said layer comprises one or more at least partially conjugated oligomers or one or more at least partially conjugated polymers or both; and

(ii) causing said layer to emit light by photoexcitation.

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61. (Amended) A method to improve the viewing angle of an optoelectronic display, said method comprising:

(i) incorporating in the optoelectronic display at least one thin, photoluminescent layer that is characterized in a high degree of polarization in its absorption and that is characterized by an emission which is either polarized or not polarized, wherein

said layer has a thickness of less than about 1 mm and a dichroic ratio in its absorption of more than 5, and

said layer comprises one or more at least partially conjugated oligomers or one or more at least partially conjugated polymers or both; and

(ii) causing said layer to emit light by photoexcitation.

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63. (Amended) An optoelectronic display device of high brightness and high contrast or large viewing angle or both obtainable by incorporation of at least one thin photoluminescent layer that is characterized in a high degree of polarization in its absorption and that is characterized in an emission which is either polarized or not, wherein

said layer has a thickness of less than about 1 mm and a dichroic ratio in its absorption of more than about 5, and

said layer comprises one or more at least partially conjugated oligomers or one or more at least partially conjugated polymers or both.

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